



# Virginia Green Events



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## Keep Virginia Beautiful 60th Anniversary Gala Richmond, VA



KEEP VIRGINIA BEAUTIFUL

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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

## Keep Virginia Beautiful 60th Anniversary Gala

Keep Virginia Beautiful is a non-profit org dedicated to promoting recycling, litter prevention, and beautification efforts throughout Virginia. The KVB 60th anniversary gala is our celebration of Virginia's environment and KVB's efforts to protect and improve it.

We are registered Virginia Green Supporting Partners and have pledged to make all of our meetings and events green.

Chose a green venue (VMFA), serving Virginia foods and beverages, featuring Virginia art, getaways, and products.

For more 'green' specific information : [www.kvb.org](http://www.kvb.org)

### Virginia Green Activities

#### This facility pledges that they:

##### Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)
  - Glass bottles
  - Aluminum cans
  - Plastic bottles
  - Paper
  - Cardboard

- Composting of food & other compostable items

### Minimize the use of disposable food service products.

- Do not use any disposable containers, dishware, cutlery, or cups **OR**

### Printed Materials.

- Use electronic registration, correspondence, and forms instead of paper forms
- Print brochures and other printed items on recycled content paper
- Print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

### Waste Reduction.

- Track overall solid waste costs (*required for Virginia Green*)
- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:
- Arrange for the composting of food waste and other compostables
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and service trays/platters of food instead
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment

### Green Signage.

- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified our greening efforts and will post estimates of the reduced environmental impacts (you could use some sort of pollution calculator, such as [www.cleanerandgreener.org/resources/pollutioncalculator.1](http://www.cleanerandgreener.org/resources/pollutioncalculator.1) [www.cleanerandgreener.org/resources/pollutioncalculator.htm](http://www.cleanerandgreener.org/resources/pollutioncalculator.htm))



**WHAT:** KVB 60th Anniversary Gala  
**WHEN:** October 5, 2013, 7 - 11 PM  
**WHERE:** VMFA in Richmond, VA  
**TICKETS:** \$120.00

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For more information on **Keep Virginia Beautiful 60th Anniversary Gala**, see [www.kvb60.org/gala](http://www.kvb60.org/gala) or contact Mike Baum at [mbaum@keepvirginiabeautiful.org](mailto:mbaum@keepvirginiabeautiful.org) or 804-665-2919.

For more information on the Virginia Green program,  
see [www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx](http://www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx).



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

